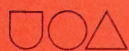


Final Visual Presentation
for the degree of
Master of Visual Arts

Industrial Design

Michael Culverwell

1983




THE UNIVERSITY OF ALBERTA
FACULTY OF GRADUATE STUDIES AND RESEARCH

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in partial fulfilment of the requirements for the degree of
Master of Visual Arts.

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<u>TITLE</u>	<u>DATE</u>	<u>MEDIUM</u>	<u>SIZE</u>
2 - Table Models	Sept. 9/83	Ash & Plexiglass	8 5/8 x 8 5/8 x 2 9/16"
1 - Table Model	Sept. 9/83	Ash & Plexiglass	6 9/32 x 6 9/32 x 2 9/16"
3 - Display System Panels (Model)	Sept. 9/83	Ash	8 1/4 x 15 3/4 x 1 7/8"
1 - Table Prototype	Sept. 9/83	Ash & Glass	29 3/4 x 29 3/4 x 18 7/8"



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Name:	Mike Culverwell
Born:	Dundee, Scotland
Post Secondary Education:	<p>1969-70 Newcastle School of Art and Design (England) Foundations Studies</p> <p>1970-73 High Wycombe College of Art and Design (England) B.A. Honours. Furniture Design as major with ceramics, silver/metal design as secondary subjects Awarded Upper Second Class Honours Degree</p> <p>1973-74 Manchester Polytechnic (England) Post Graduate Studies</p> <p>1981-83 The University of Alberta. M.V.A. Industrial Design</p>
Awards:	<p>1973 Membership of the British Society of Industrial Artists & Designers (L.S.I.A.) for professional and technical ability.</p> <p>1981-82 Research Assistantship at The University of Alberta</p> <p>1982-83 Teaching and Research Assistantship at The University of Alberta</p> <p>1983 First prize for design of an exhibit structure for Association of Canadian Industrial Designers, Alberta (A.C.I.D. Alberta)</p> <p>1983-84 Italian Government Scholarship in Spring of 1983, design studies in Italy for Academic year 1983-84</p>
Work Experience:	<p>Civil Engineering (England)</p> <p><u>Sponsorship of</u> 1965-68 National Coal Board Opencast Executive</p> <p>1968-69 Shands, Civil and Mechanical Engineers</p> <p><u>Teaching</u> 1974-75 Drawing and Painting Cheadle Adult Centre, Staffordshire, England</p> <p><u>Painting and 3-D</u> 1975-76 High School, Corner Brook, Newfoundland</p> <p><u>Industrial Designer</u> 1976-77 Gidman Design Associates, Calgary, Alberta</p> <p><u>Furniture Designer</u> 1977-78 Scandinavian Wood Industries Ltd., Calgary, Alberta</p>



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- 1978-79 Furniture Designer (on Contract)
Metrix Wood, Scandinavian Wood Inds., Balbi Wood Inds.,
Tresco Desk, Nelson MacDonald Design, Quest Galleries,
Lifeways of Canada, Calgary, Alberta
- 1979-81 Furniture Designer/Craftsman
Yukon Territorial Government based in Whitehorse
(taught) Freighter Canoe Building
- 1981-82 Industrial Designer (Part-time)
By Design Ltd., Edmonton, Alberta
- 1982 Designed lounge furniture for The University of Alberta
residences — Student lounge areas
- 1982-84 Interpretive Display Specialist
Exhibition Designer
Provincial Government of Alberta, Department of Parks and
Recreation, Design and Implementation Section, Edmonton,
Alberta

Exhibitions:

Several pieces of work selected for exhibition of
Contemporary Design which toured the United Kingdom:

Olympia Stadium, London, England
Chichester Art Gallery, Chichester, England
Victoria and Albert Museum, London, England
Newcastle School of Art and Design, Newcastle, England
Buckinghamshire College of Higher Education, High Wycombe,
England
Manchester Polytechnic, Manchester, England

Design Workshop, Edmonton, Alberta, Canada

Designer's Statement

Having worked, for a number of years, as an Industrial Designer in the furniture industry, I have come to appreciate the limitations that can be imposed on creativity by economic restraints and a manufacturers' perception of current marketing trends. My thesis presentation represents a creatively "unrestricted" approach to furniture design, it embraces the craftsmanship rather than the mass production side of industrial design.

The designs shown in the accompanying slides have evolved from an emerging aesthetic. The forms are first generation prototypes, not final resolutions. Each form was developed visually, through intuition, rather than conditioned by "ergonomic" requirements and budgetary demands. Because of the properties of laminated wood, it was possible to retain a visual lightness, while preserving structural integrity.

The research of numerous and varied sources has influenced my development of this series of modular forms, including: Eastern Art and Architecture, The International School in Italy, Scandinavian Arts, The Impressionists, The Shakers, Art Nouveau, Alvar Aalto, Viking and Celtic Art, Medieval Art and Charles Rennie Mackintosh.

I consider myself a designer-craftsman or an artist in wood, designing and constructing furniture forms. An industrial designer normally designs for the popular market. As a designer-craftsman I am concerned with an aesthetic derived from an emotive, intuitive response to materials and processes as well as the creation of objects that exceed utilitarianism and a popular market appeal.

PAGE 1

ROW 1	SLIDE	1	Upholstered oak lounge chair, U of A Student Residence
		2	Oak and arborite endtable, U of A Student Residence
		3 & 4	Chair and endtable groupings, U of A Student Residence.
ROW 2	SLIDE	1	Concept development sketch page
		2	Historical architectural references
		3	Table corner detail
		4	Ash bench working drawing
ROW 3	SLIDE	1 & 2	Chest of drawers, scale model
		3 & 4	Table, bench and shelf system, scale models
ROW 4	SLIDE	1	Bench, alternative concept, scale model
		2	Lamination mould, full scale, plywood
		3	Application of resin glue to laminae
		4	Laminae alignment in mould
ROW 5	SLIDE	1	Mould in hydraulic press
		2 & 3	Laminated ash plywood
		4	Ash bench

PAGE 2

ROW 1	SLIDE	1	Ash Bench
		2	Corner with connectors
		3	Oak and ash bench
		4	Oak and ash bench, knock-down
ROW 2	SLIDE	1	Oak and ash bench
		2	Oak and ash bench, knock-down
		3	Ash table with glass top
		4	Ash table, knock-down
ROW 3	SLIDE	1	Ash table with glass top
		2	Ash table with glass top, corner detail
		3	Ash table, corner joint detail
		4	Ash table, knock-down
ROW 4	SLIDE	1	Ash display system, 1/5 scale model
		2 & 3	Ash display system, joint detail
		4	Ash display system, framework

